



**CCOutreach BD National Seminar
March 10, 2009**

**U.S. Securities and Exchange Commission
Station Place Auditorium
100 F Street, NE
Washington, DC**

Registration and Continental Breakfast (7:30 a.m. – 9:00 a.m.)

I. Welcome and Opening Remarks (9:00 a.m. – 9:30 a.m.)

II. Current Regulatory Environment (9:30 a.m. – 10:45 a.m.)

Staff from the SEC, FINRA and industry CCOs address the impact of regulatory and compliance issues that have emerged in the current financial environment. The discussion includes current areas of regulatory concern and examination priorities as well as capital compliance, financial and operational issues, risk management, trading, short sales and information barriers.

Mary Ann Gadziala, Associate Director, SEC, Office of Compliance Inspections and Examinations (*SEC moderator*)

Anand Ramtahal, Senior Vice President, FINRA Member Regulation (FINRA Panelist)

Cameron Funkhouser, Senior Vice President, FINRA Market Regulation (FINRA Panelist)

Alan Cohen, Managing Director, Head of Global Compliance, Goldman Sachs

Michael Corrao, Managing Director, Knight Equity Markets LP

III. Remarks from Commissioner Elisse Walter (10:45 a.m. – 10:55 a.m.)

Break (10:55 a.m. – 11:10 a.m.)

IV. Information Protection and Privacy (11:10 a.m. – 12:25 p.m.)

Panelists discuss the benefits, challenges and compliance considerations associated with technology (e.g., email, instant messaging, jump drives). Staff from the SEC and FINRA and industry professionals also address topics such as storage, preservation and production of documents, as well as new developments concerning customer protection in relation to Regulation S-P.

John Walsh, Associate Director, SEC, Office of Compliance Inspections and Examinations (*SEC moderator*)

George Walz, Vice President, FINRA Member Regulation (FINRA Panelist)

Paul Doelger, Managing Director, Pershing LLC

Lisa Roth, President, Keystone Capital Corporation



Lunch (12:25 p.m. – 2:00 p.m.)

V. Product-Specific Supervision—Ask the CCO (2:00 p.m. – 3:15 p.m.)

Panelists discuss key regulatory and compliance obligations of supervisors at firms selling certain non-traditional products. Discussion includes the process of bringing a product to market, suitability issues and the consequences of failing to supervise. Panelists also cover the obligations of supervisors at firms servicing various types of clients (*e.g.*, retail, institutional and elderly clients). Participants hear directly from fellow CCOs on how they manage the supervision process at their firms during this “Ask the CCO” session.

Dan Sibears, Executive Vice President, FINRA Member Regulation (*FINRA moderator*)

Cynthia Armine, Chief Compliance Officer, Citigroup Global Markets

Pamela Cavness, Head of Compliance, Edward Jones

Patricia Bartholomew, Managing Partner and General Counsel, Craig-Hallum Capital Group LLC

John I. Fitzgerald, Director – Legal and Compliance, Leerink Swann LLC

VI. Remarks by Commissioner Troy Paredes (3:15 p.m. – 3:25 p.m.)

Break (3:25 p.m. – 3:40 p.m.)

VII. Enterprise-Wide Supervision (3:40 p.m. – 4:55 p.m.)

This panel focuses on the supervisory structures, procedures and systems as they relate to the firm's overall business activities. The discussion highlights the integration of supervision of certain business activities, supervision of outside business activities of firm employees, firm responsibility for outsourced activities, supervision of dual broker-dealer/investment adviser employees and dual registrants, implementation of a firm-wide business continuity plan, compliance with NASD Rule 3012 and FINRA Rule 3130, and integration of supervision on an enterprise-wide basis.

Michael Rufino, Senior Vice President and Deputy, FINRA Member Regulation (*FINRA moderator*)

Dan Gallagher, Deputy Director, SEC, Division of Trading and Markets (SEC Panelist)

Christine Sibille, Senior Special Counsel, SEC (SEC Panelist)

Colleen Graham, Managing Director, Regional Head of Compliance – Americas, Credit Suisse

Pamela Ziermann, Senior Vice President, Compliance and Human Resources, Dougherty & Company, LLC

VIII. Closing Remarks (4:55 p.m. – 5:10 p.m.)